

PATH A: SOURCE TO ARS

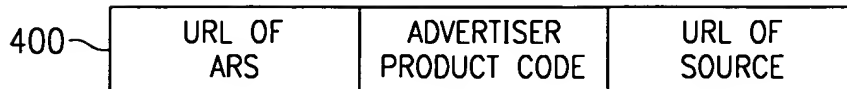


FIG. 4a

PATH B: ARS TO SOURCE

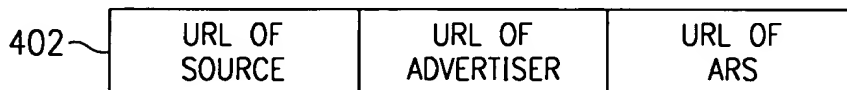


FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

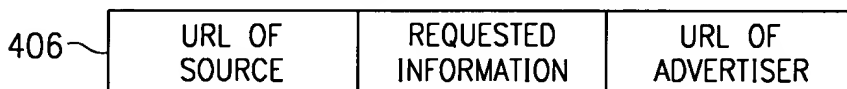


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

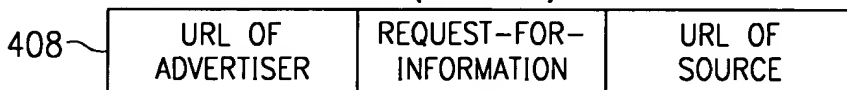


FIG. 4e

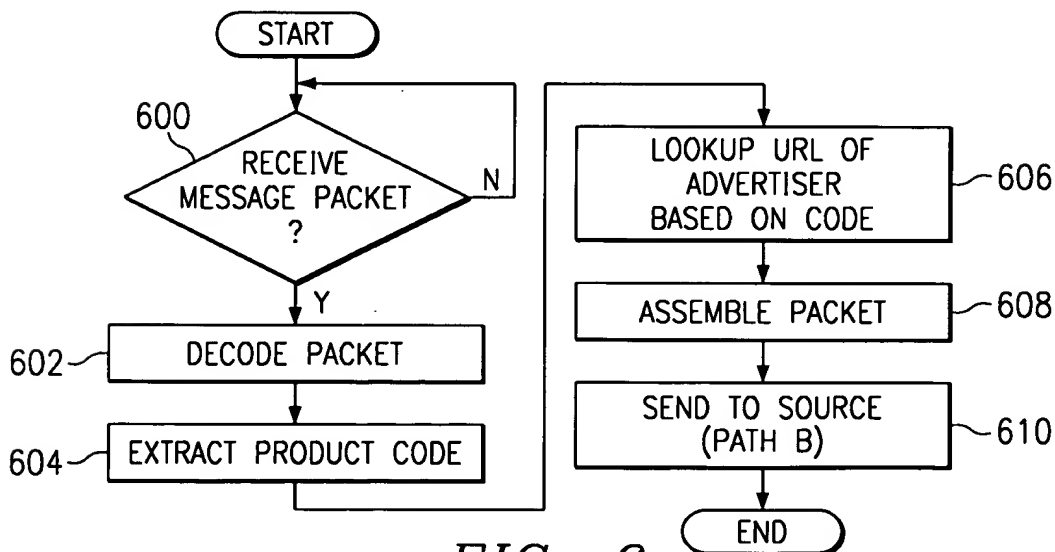


FIG. 6

FIG. 5

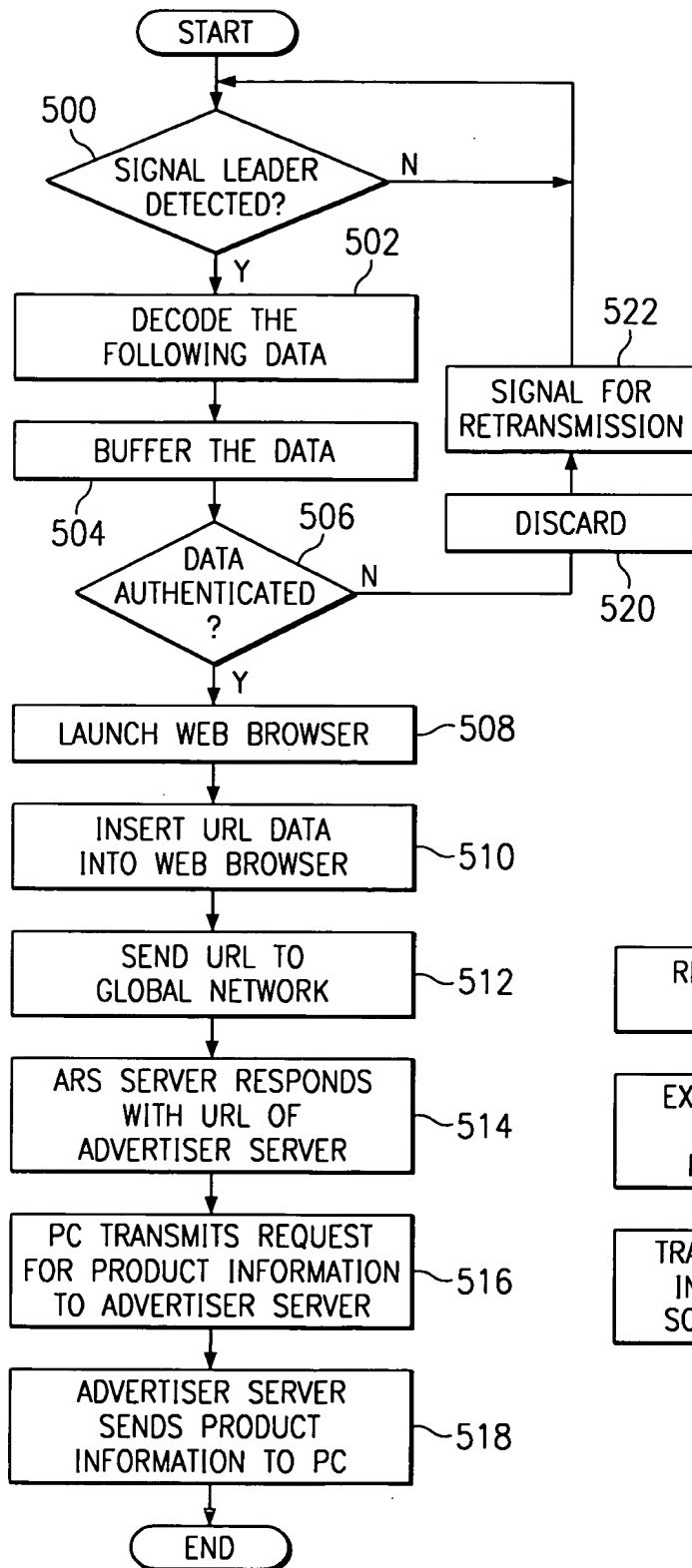
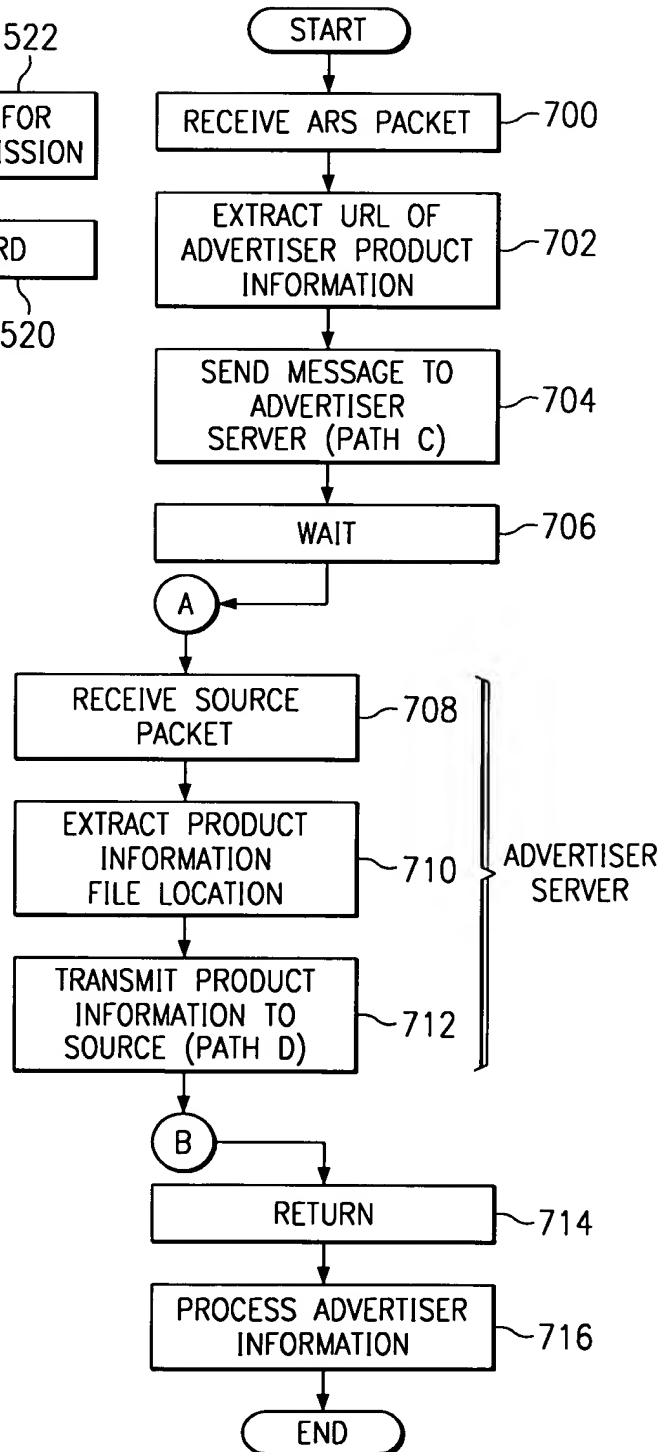


FIG. 7



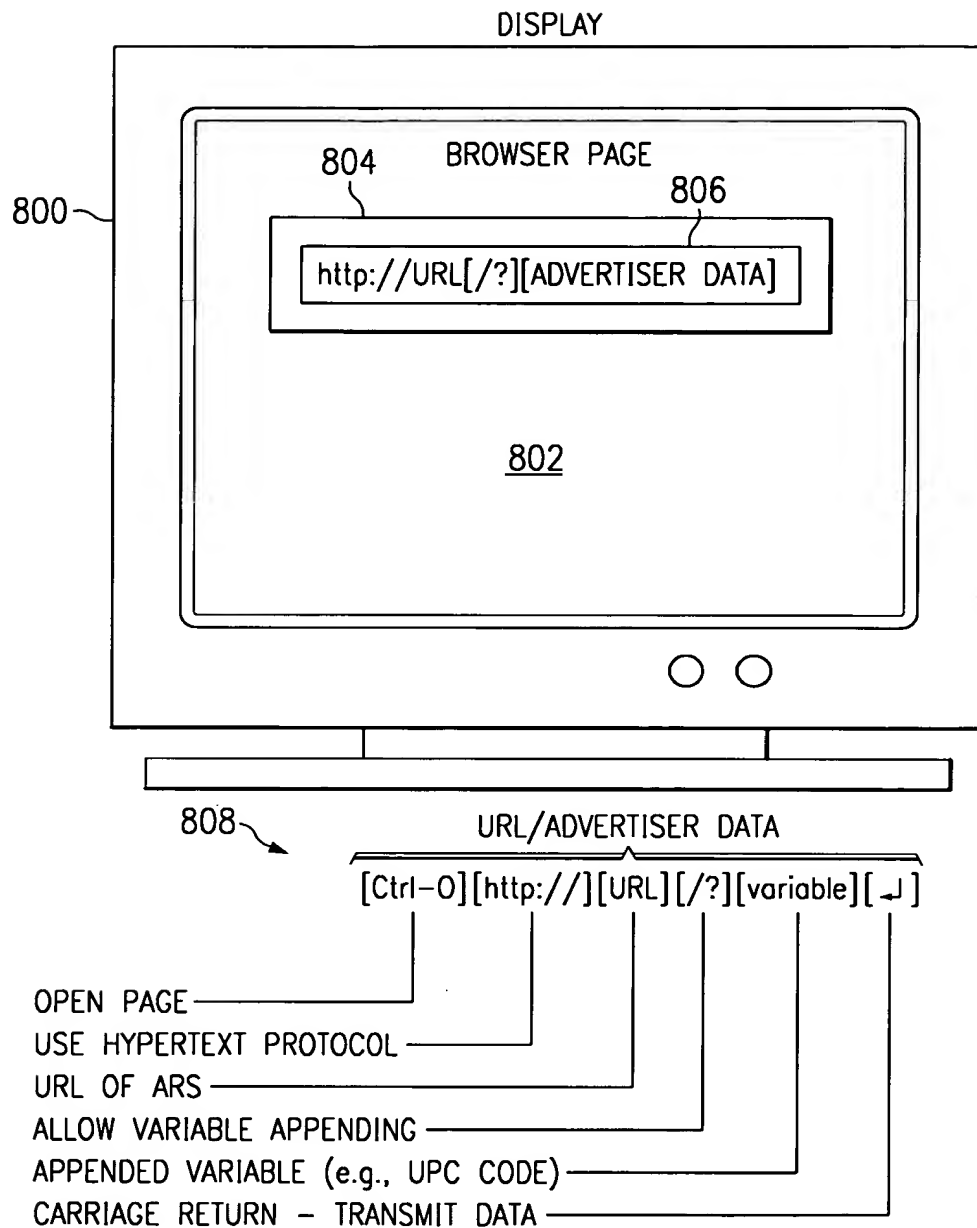


FIG. 8

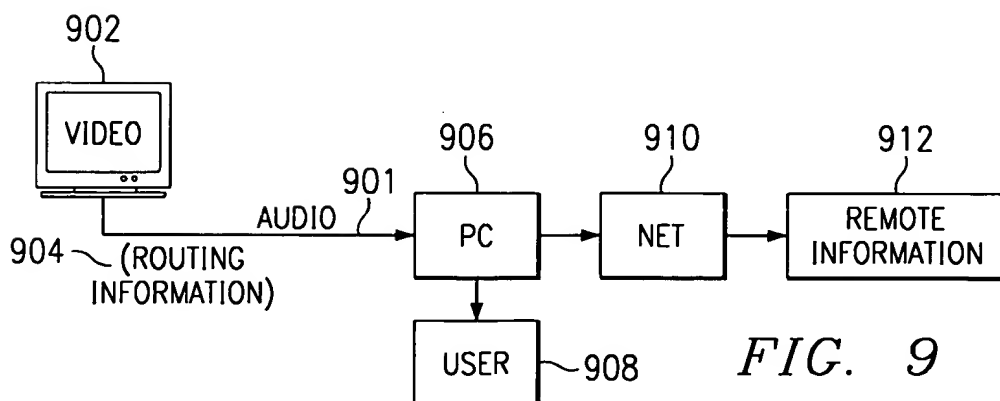


FIG. 9

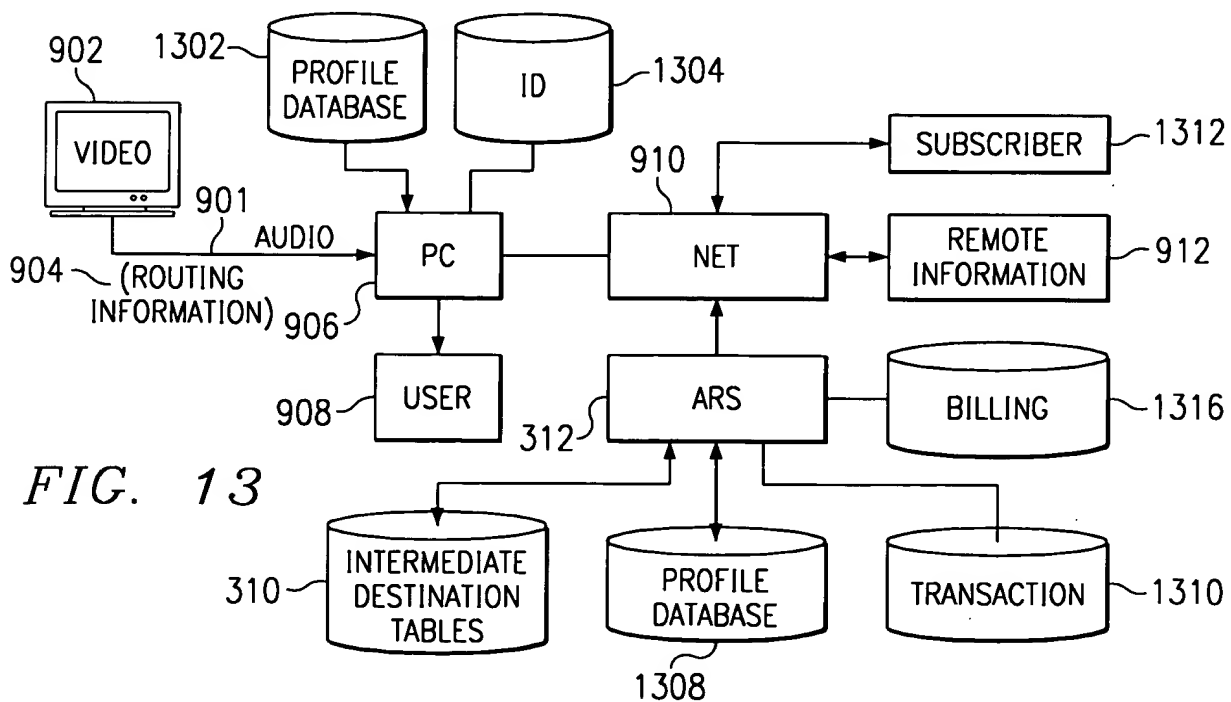
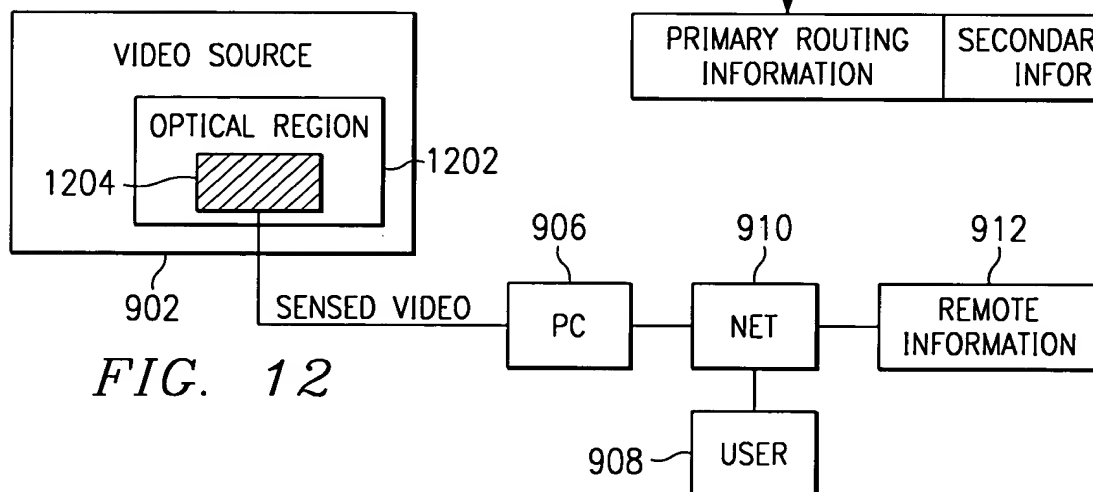
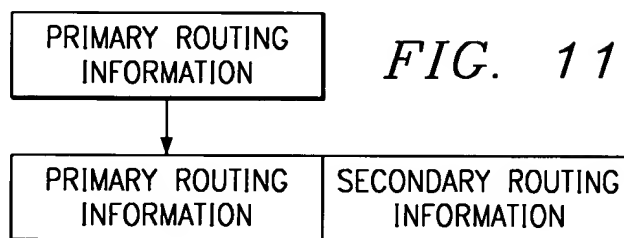
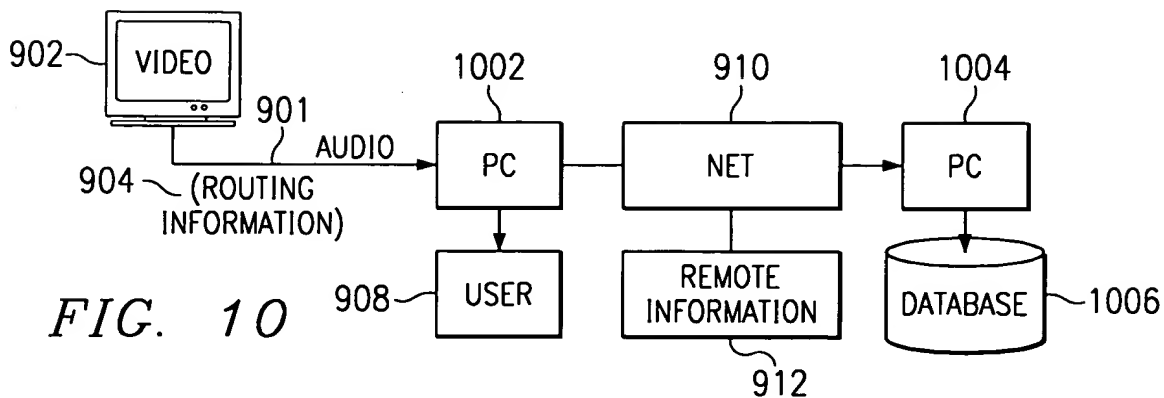


FIG. 14

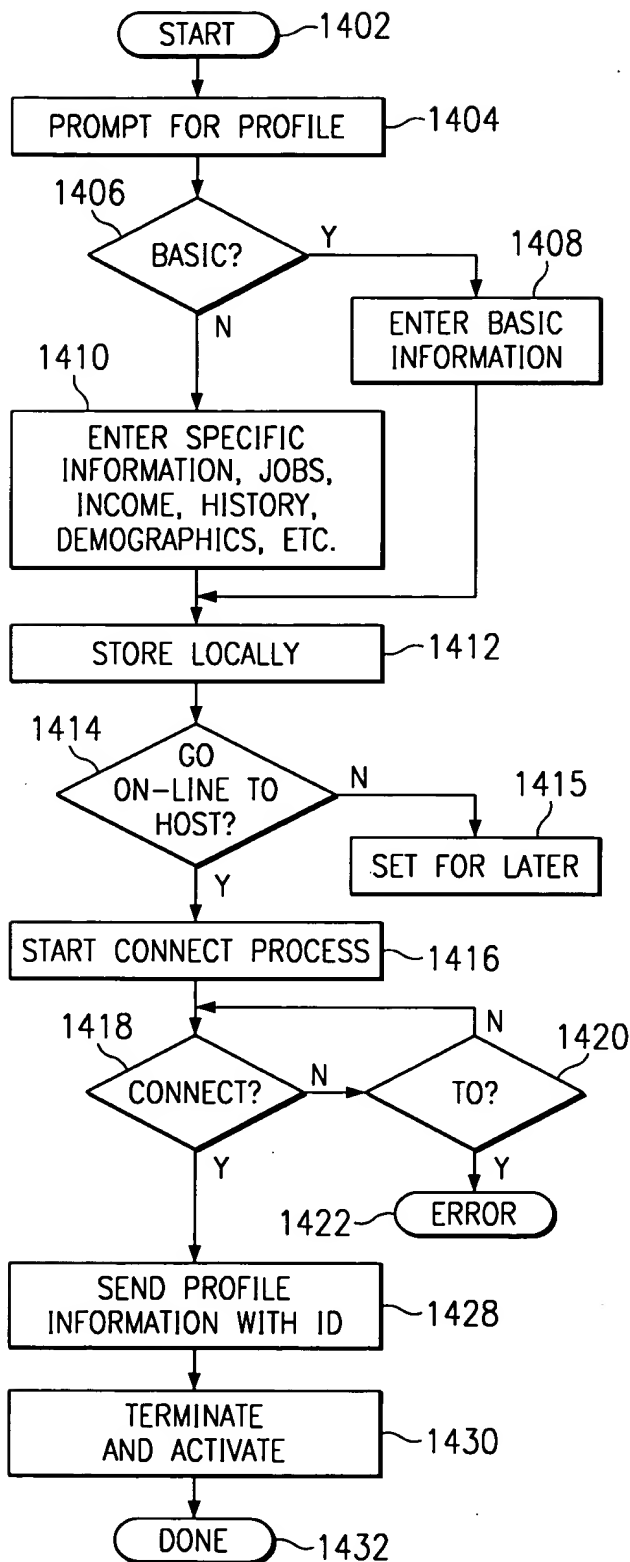
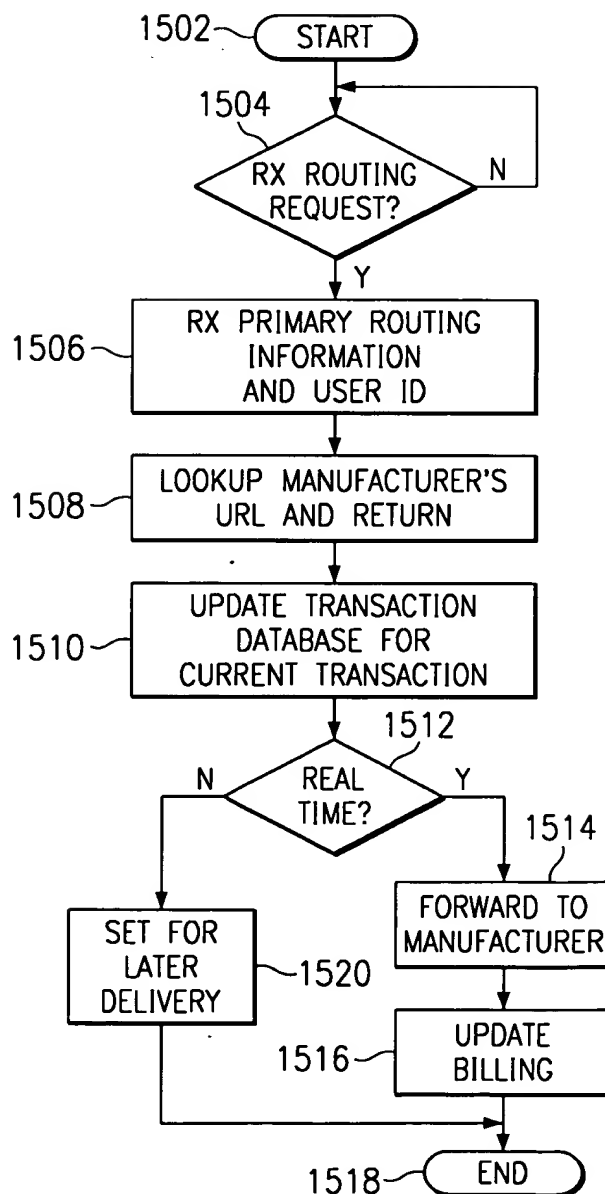


FIG. 15



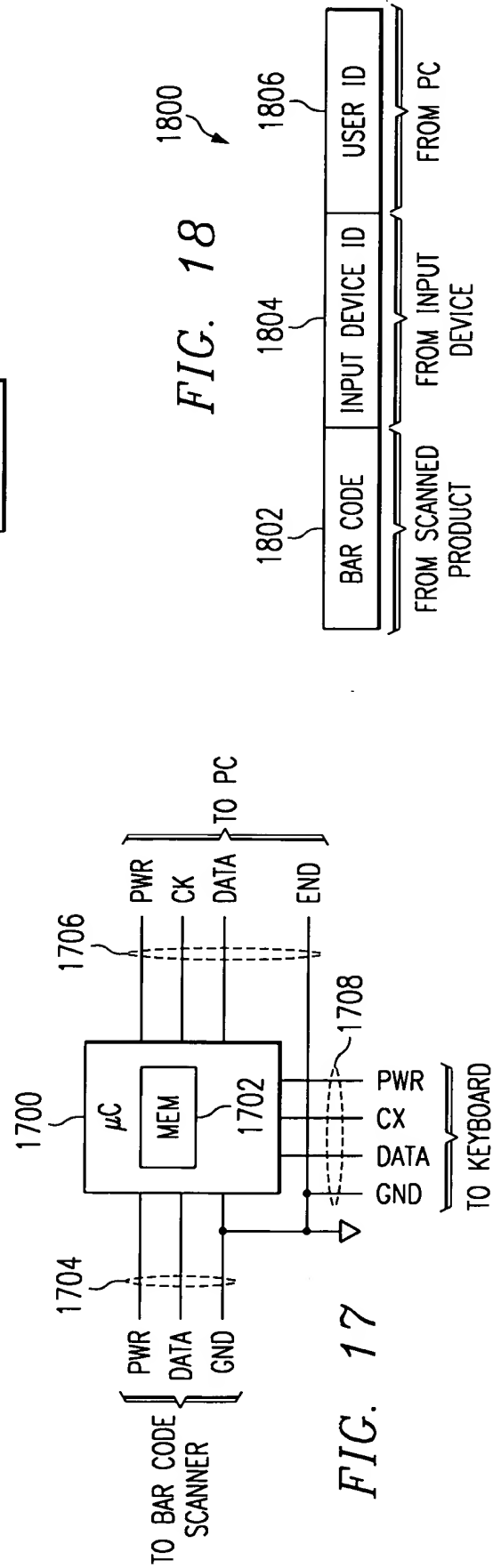
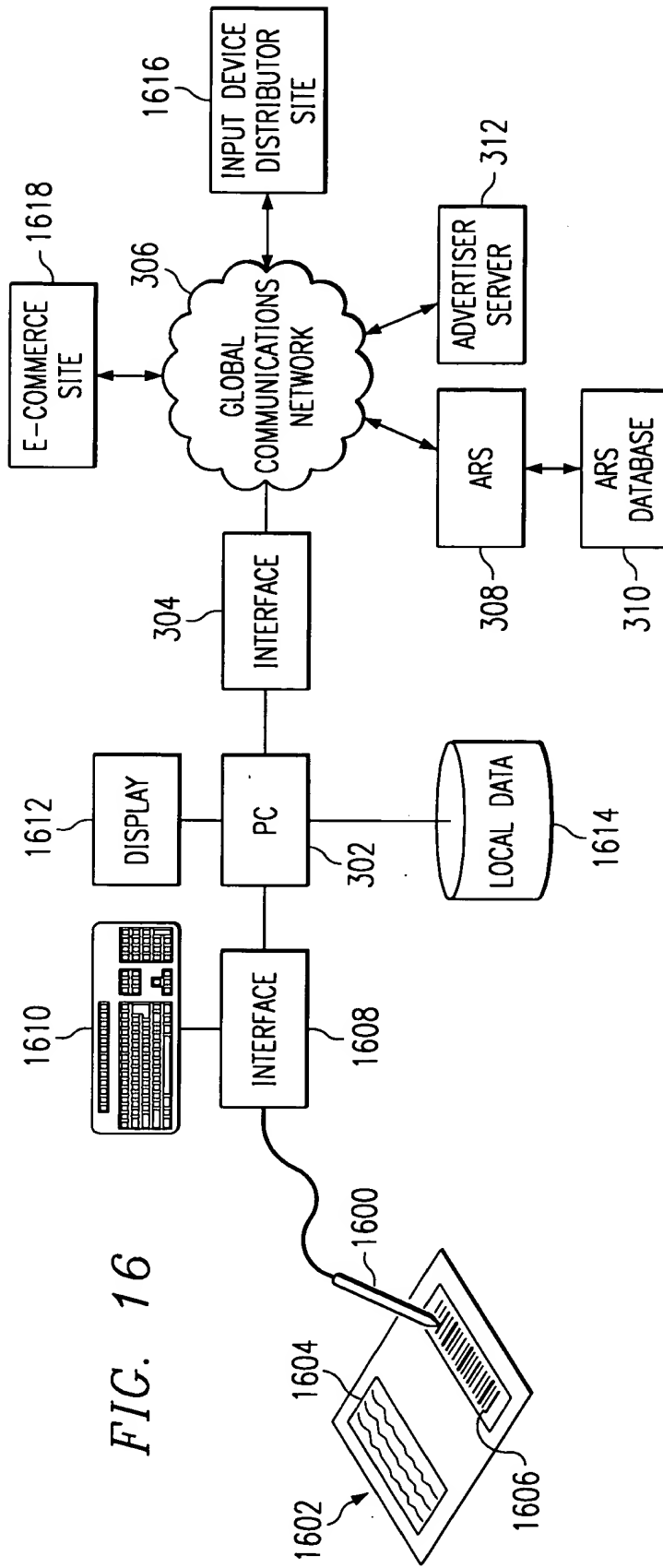


FIG. 19

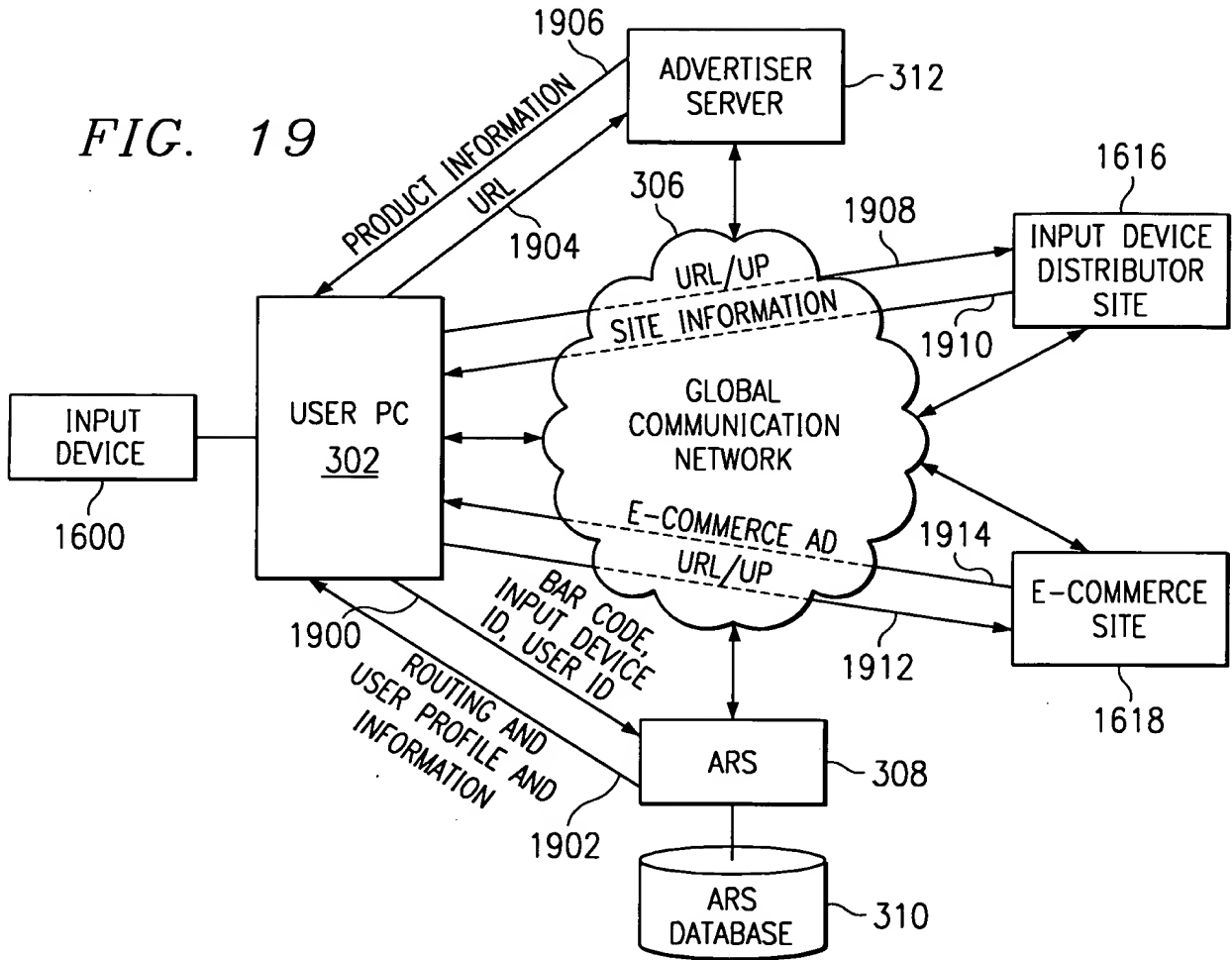
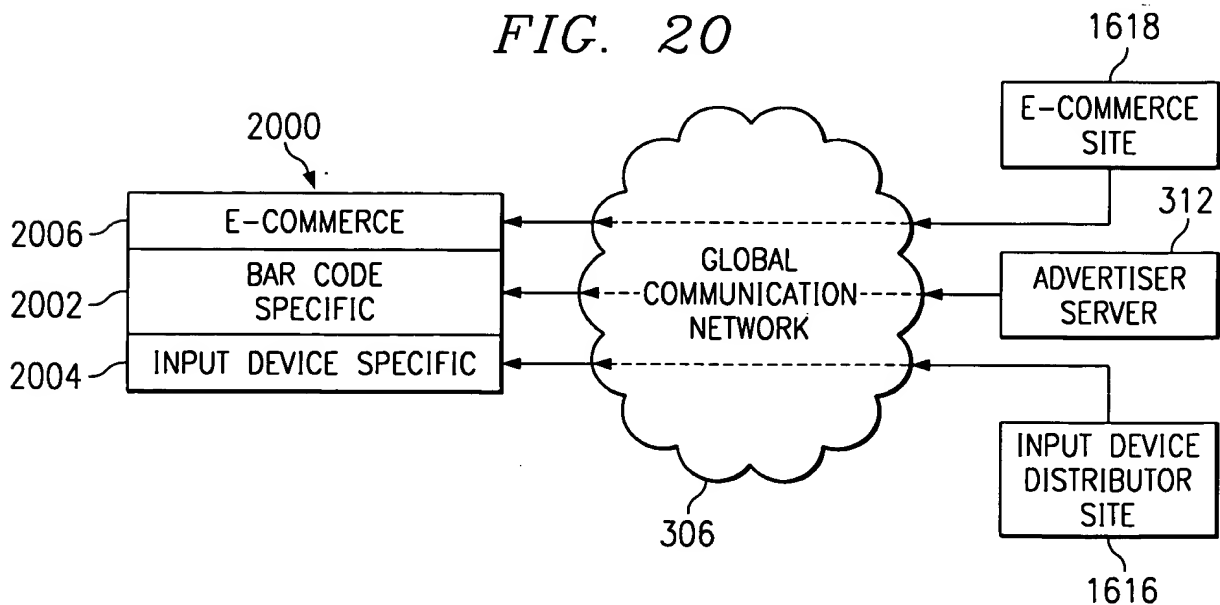


FIG. 20





09/703/65

ARS DATABASE  
2100

FIG. 21

2102		2104		2106	2108	
PRODUCT		INPUT DEVICE		USER	E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

FIG. 22

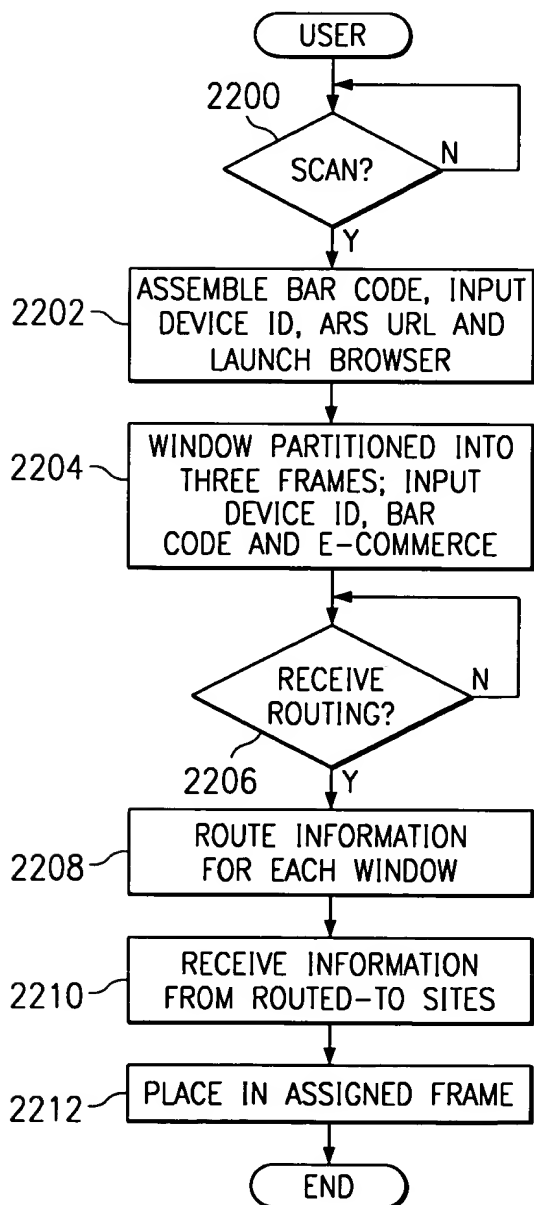


FIG. 23

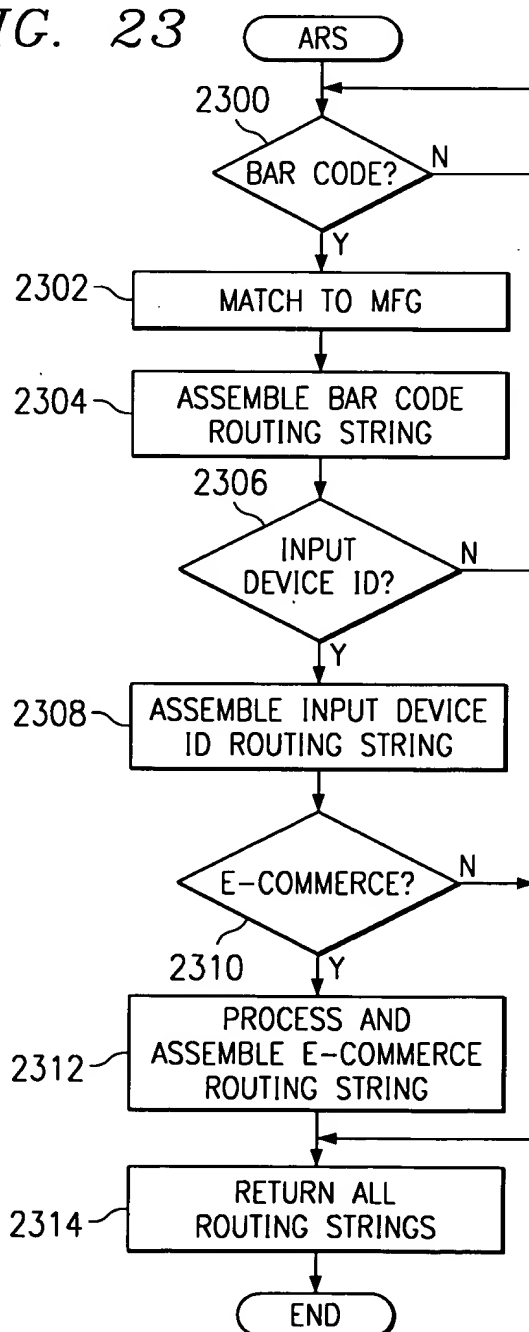
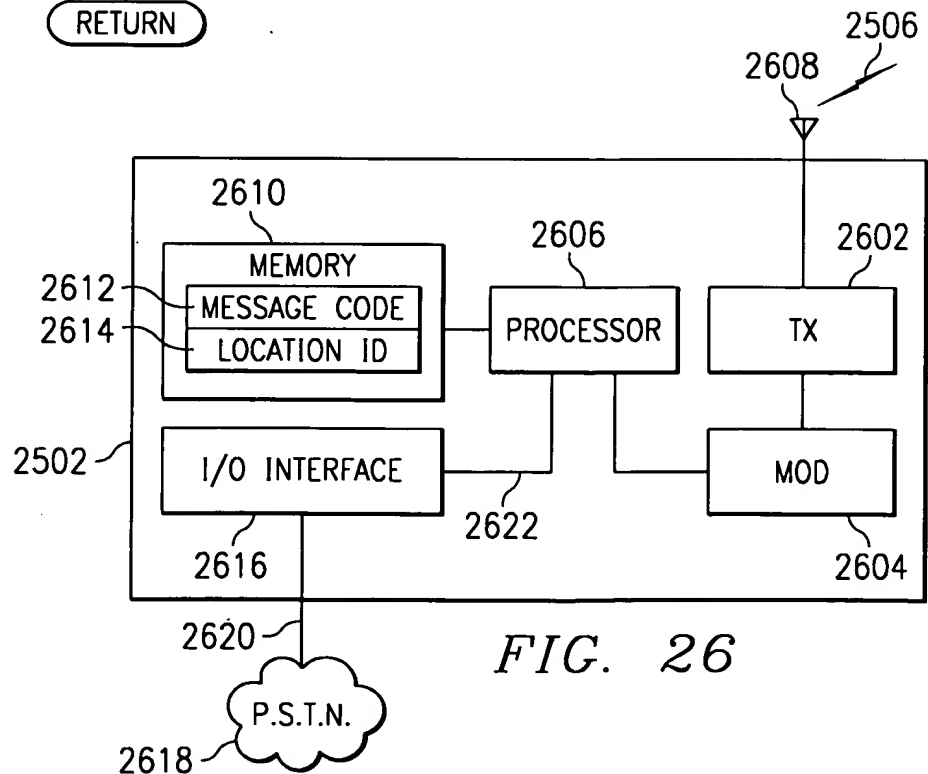
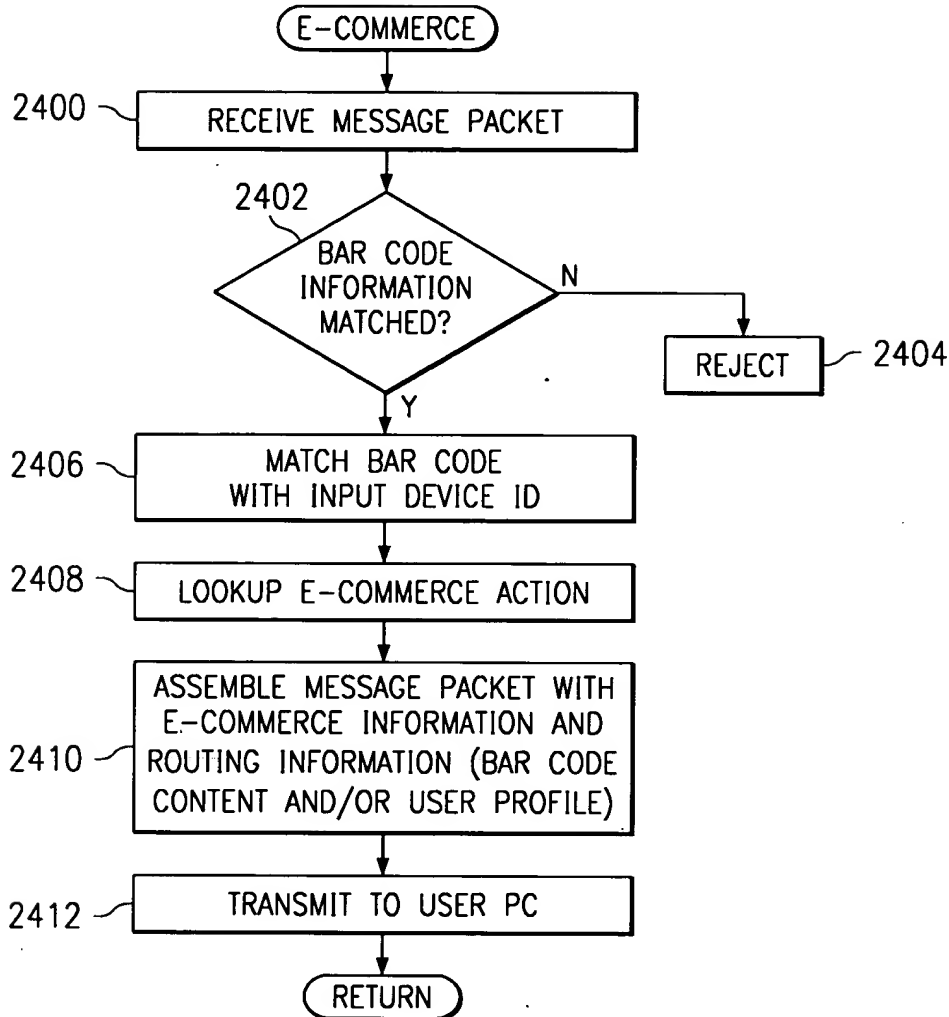


FIG. 24



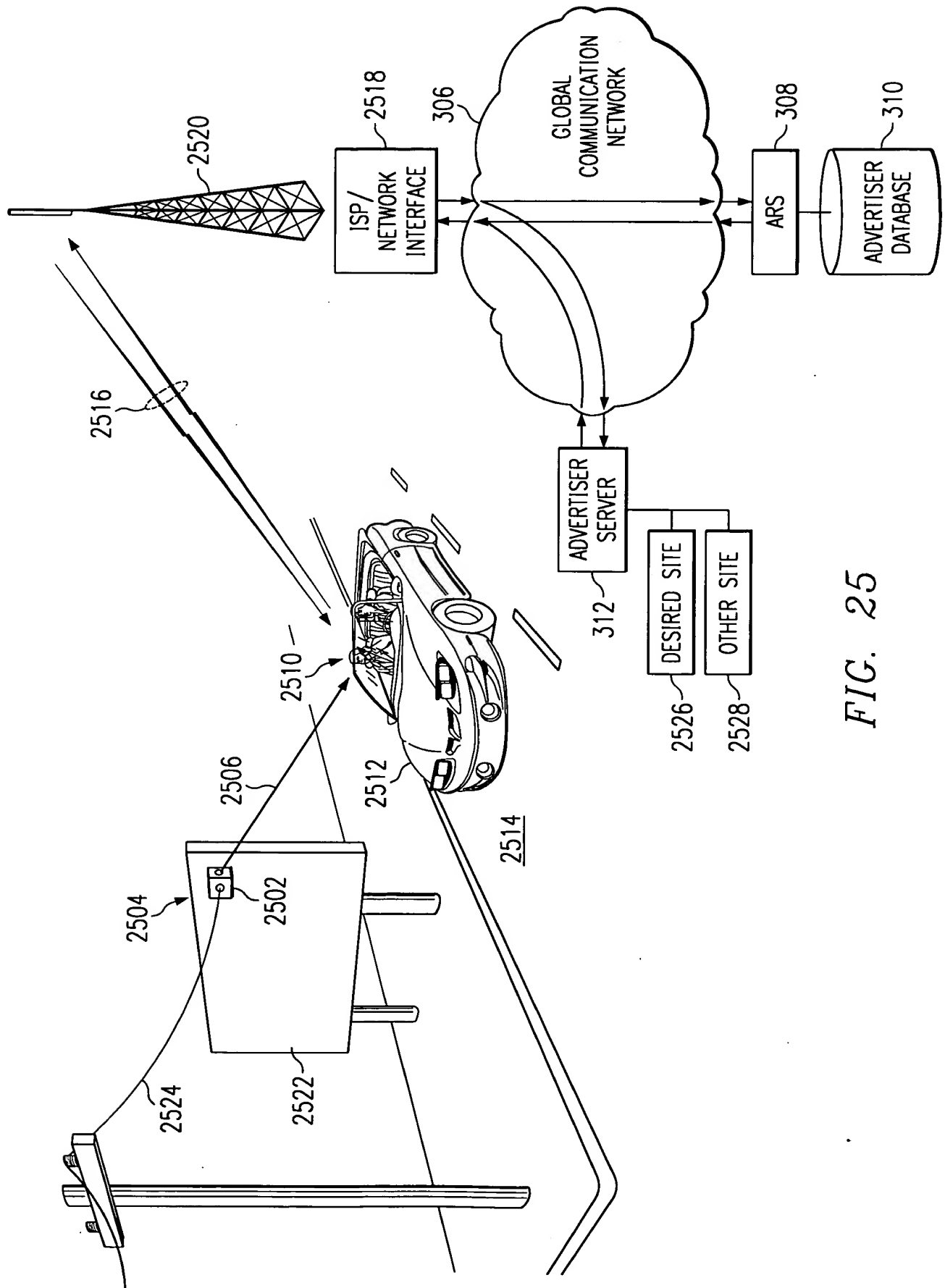
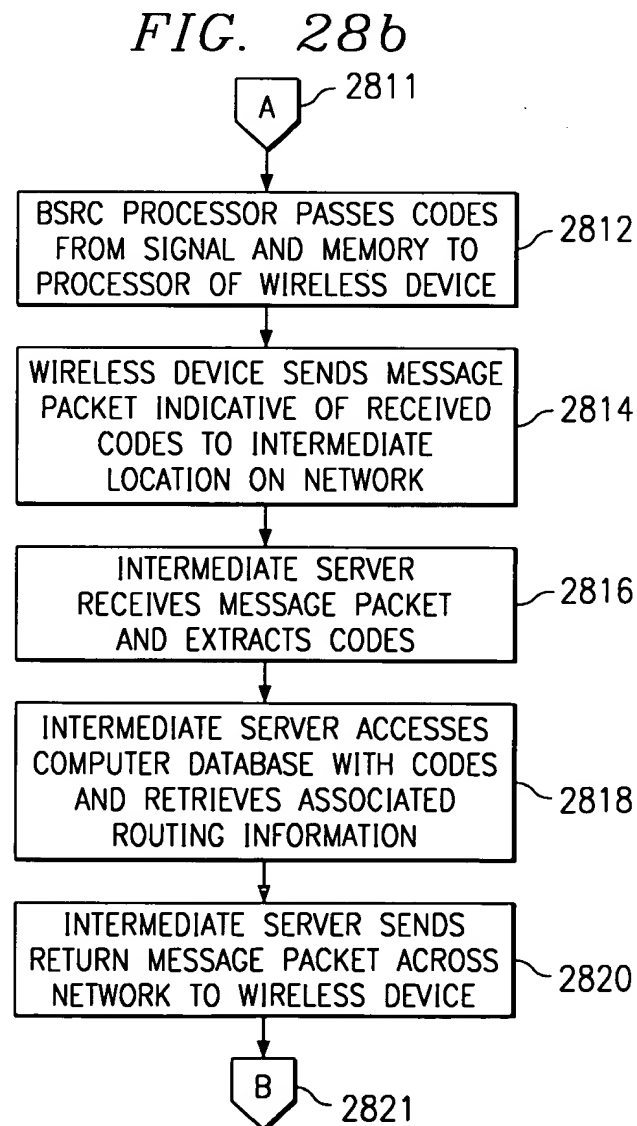
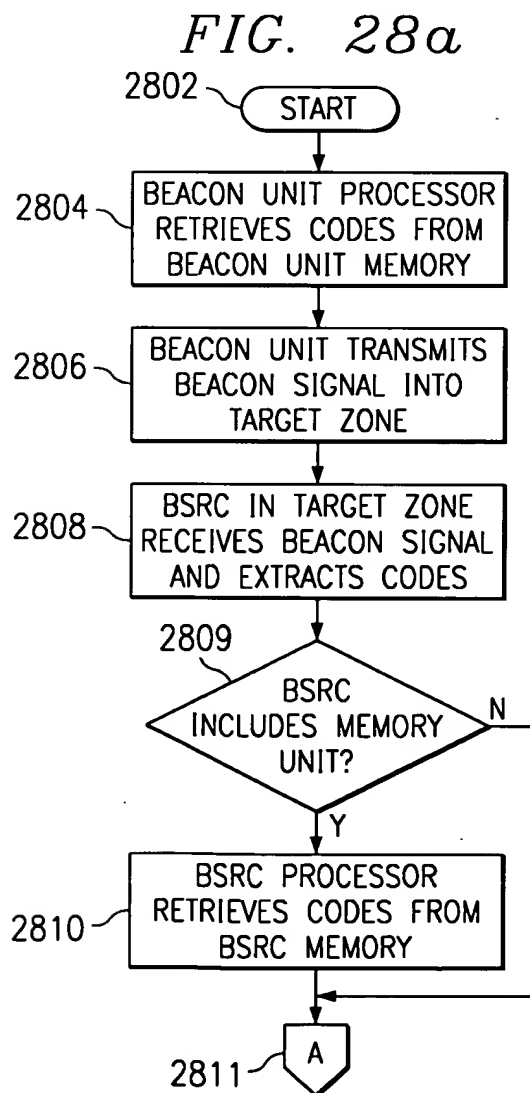
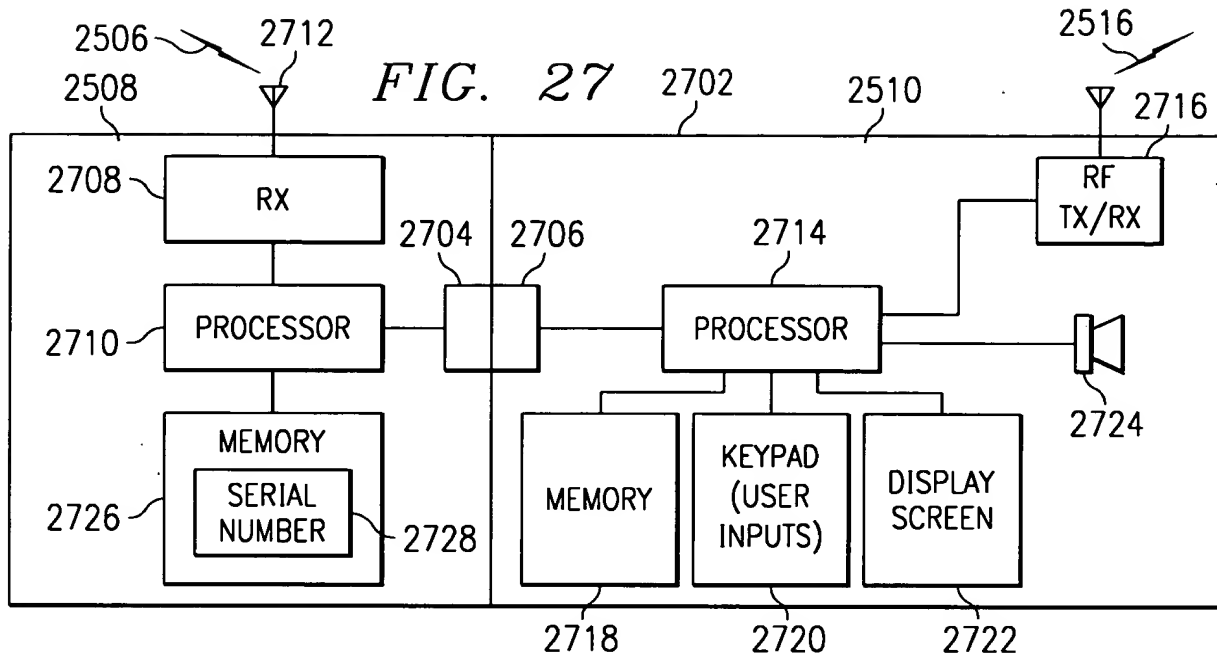


FIG. 25



09/705,465

FIG. 28c

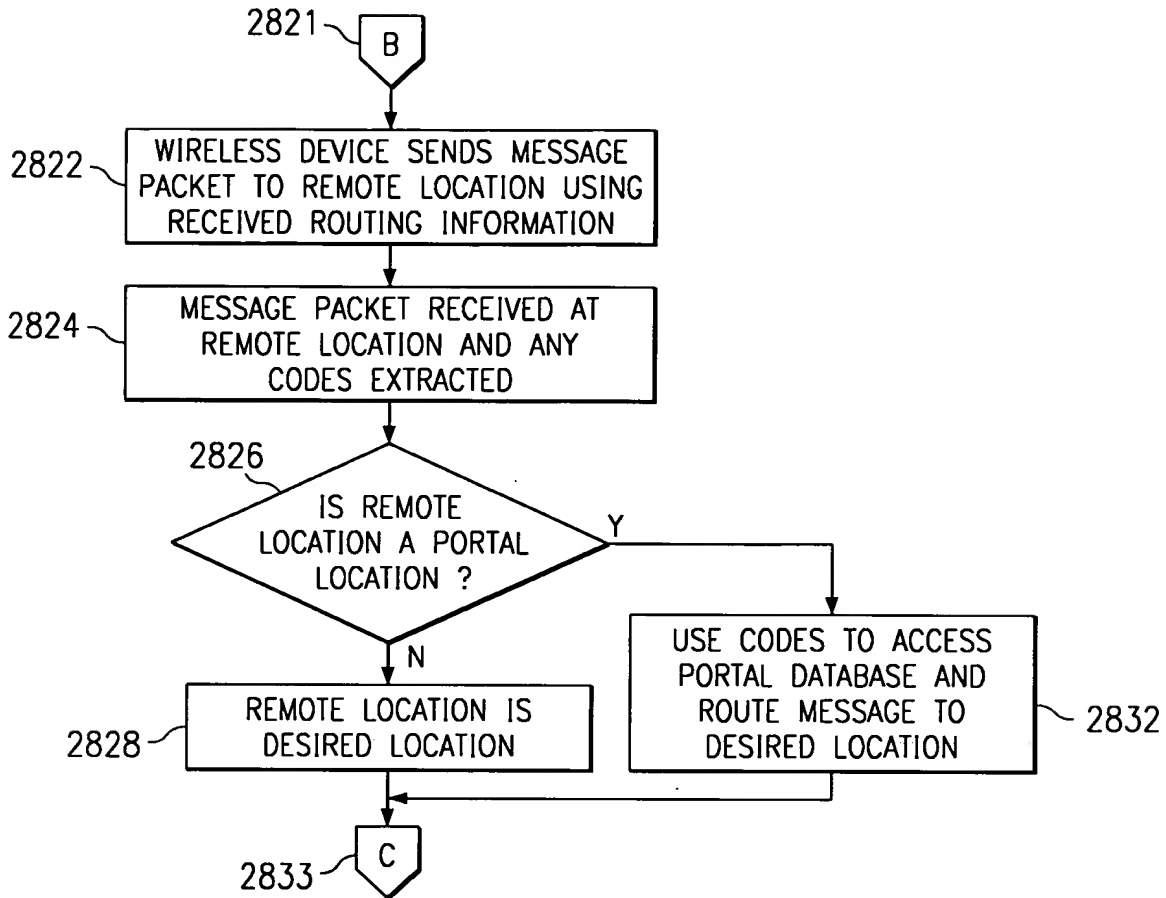
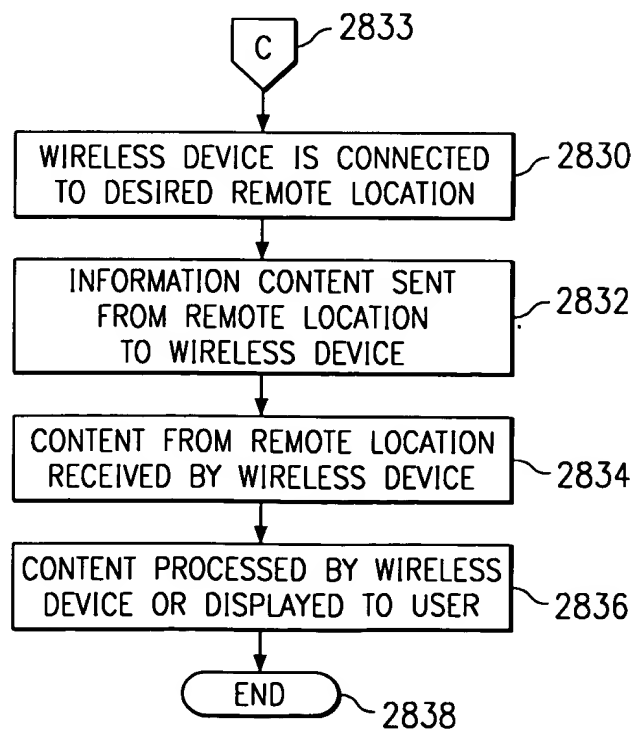


FIG. 28d



09/705,465

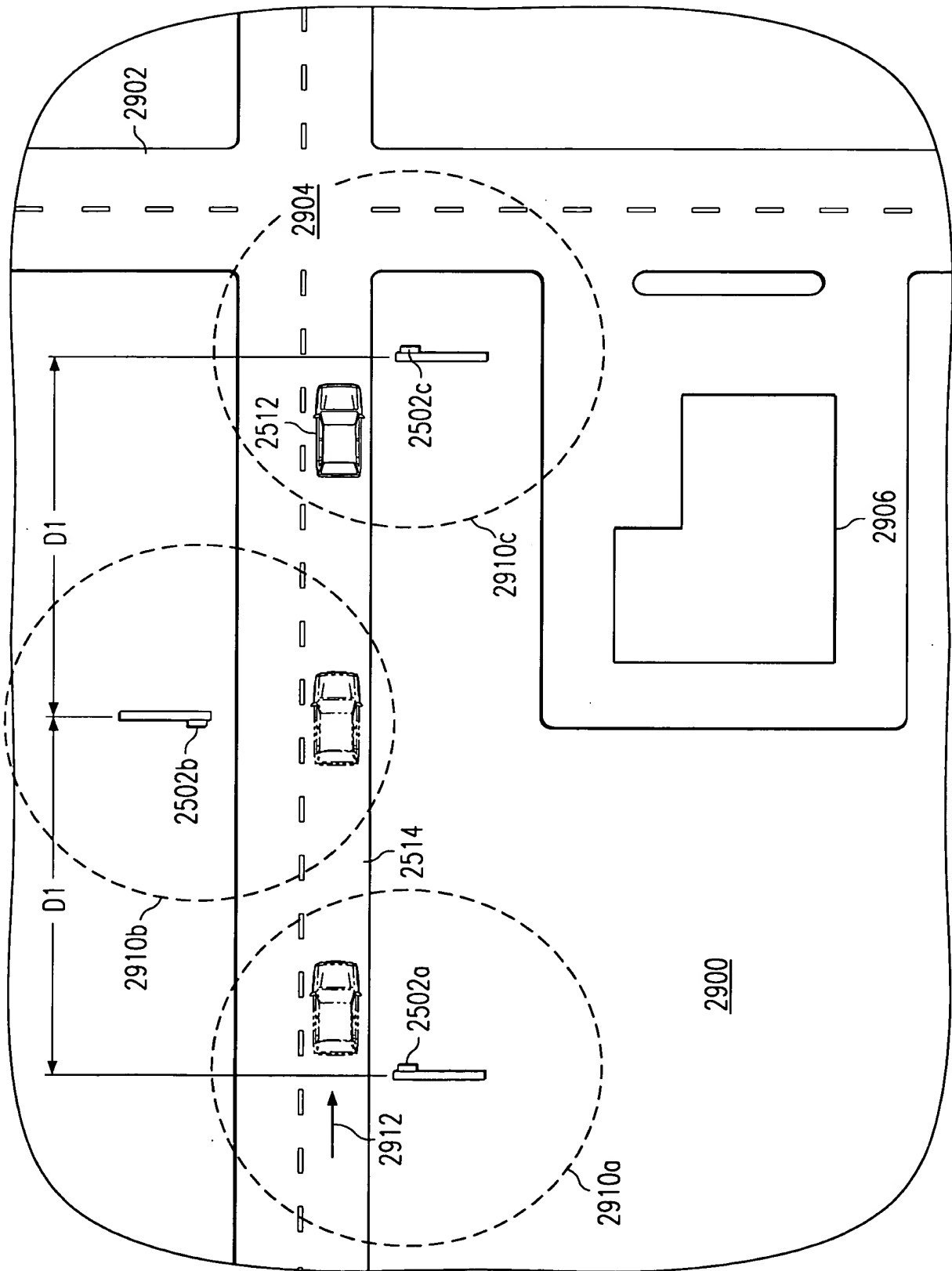


FIG. 29